



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-59 (GP-064-07-US)**

Applicant: **Nelson MINAR**

Serial No.: **10/750,361**

Filing Date: **December 31, 2003**

Title: **EMBEDDING ADVERTISEMENTS IN SYNDICATED CONTENT**

Examiner: **Not yet assigned**

Group Art Unit: **2171**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicant respectfully requests that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /DC/

Since a first Office Action on the merits has not yet been received, the applicant assumes that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

**Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, these references should be considered under 37 C.F.R. § 1.97(c)(1).

**Certification Under 37 C.F.R. § 1.97 (e)(1)**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart international application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge the fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

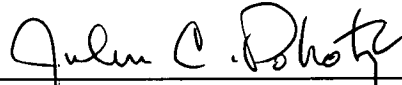
**Statement Under 37 C.F.R. § 1.704(d)**

Each item of information contained in the information disclosure statement was first cited in a communication from the U.S. PCT Receiving Office in a counterpart international application and that this communication was not received by any

individual designated in § 1.56(c) more than thirty days prior to the filing of the information disclosure statement.

Respectfully submitted,

April 20, 2007



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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **April 20, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo

36,242  
Reg. No.



U.S. Department of Commerce Patent and Trademark Office		Application Number: <b>10/750,361</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)		Filing Date: <b>December 31, 2003</b>	
		First Named Inventor: <b>Nelson MINAR</b>	
		Group Art Unit: <b>2171</b>	
		Examiner Name: <b>Not yet assigned</b>	
Sheet	<b>1</b>	of	Attorney Docket No.: <b>Google-59 (GP-064-07-US)</b>

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	006311194	10-30-2001	SHETH, et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>

## OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AB	"Atom (Standard):", downloaded on April 20, 2007 from <a href="http://en.wikipedia.org/wiki/Atom_(standard)">http://en.wikipedia.org/wiki/Atom_(standard)</a> , representing a publication in July 2003 (7 pgs.)	
	AC	"RSS", article downloaded from <a href="http://en.wikipedia.org/wiki/RSS_(file_format)">http://en.wikipedia.org/wiki/RSS_(file_format)</a> on April 20, 2007 (9 pgs.)	
	AD	PCT/ISA/220, "Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration" for PCT/US04/43048, advance copy sent via facsimile on March 27, 2007 (1 pg.)	
	AE	PCT/ISA/210, "International Search Report" for PCT/US04/43048, advance copy sent via facsimile on March 27, 2007 (2 pgs.)	
	AF	PCT/ISA/237, "Written Opinion of the International Searching Authority" for PCT/US04/43048, advance copy sent via facsimile on March 27, 2007 (3 pgs.)	

Examiner Signature	/Donald Champagne/ (09/23/2008)	Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /DC/